

WELCOME

to

The 2014 Certified Neighborhood Leader Training Program!

March 27, 2014

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“Dollars and Cents: How Do We Pay for That?!”

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Fundraising “First Steps”

- To raise funds for your Association’s projects and gatherings, use your creativity, think about the assets and resources that may already available in your neighborhood.
- Pick a fundraiser that fits the resources you have available and allows you to keep the costs low.



Fundraising Ideas

- Solicit donations from small businesses, churches, synagogues or service clubs. If you are active in a church, business organization or service clubs, this can be very effective.
- Ask a local business or organization to sponsor a neighborhood event.
- Sell advertising in your neighborhood newsletter to local businesses or individuals in the neighborhood who have service or product to sell.



Fundraising Ideas (cont.)

- Have several people teach seminars about topics they know: knitting, organic gardening, organizing, cooking, dog grooming, web design, car maintenance. Charge a nominal fee to attend.
- Organize a “service auction.”
Have people identify their skills and talents and volunteer to provide services like:
 - childcare for a weekend
 - one day of housecleaning
 - yard work
 - house painting(Have people bid on items and the service goes to the highest bidder.)
- Have a “House Fashion Show”. Charge an entrance fee and ask that every “house” be spruced up and ready to show. Have a portion of the funds coming back to the neighborhood. Individuals win and so does the neighborhood. (You can even charge extra for refreshments.)



Fundraising Ideas (cont.)

➤ A Neighborhood Crafts Show

If you have several artistic people, have them create unique crafty items for sale.

- Christmas wreaths
- Easter baskets
- Personalized mailboxes.

(Sell these items to neighbors or participate in a craft show.)

➤ Local Business Donations

Ask a local business (or several) to donate a percentage (2-5%) of their sales for a certain day or week. Advertise widely to friends and neighbors and encourage them to shop and support that business and your neighborhood.

➤ Raffle Items

Solicit small but new items from local businesses and have a neighborhood raffle. Sell tickets and set a fundraising goal for how much you need to raise.



Steps to Successful Fundraising

Be Realistic

Assess Your
Collective
Talents

Create a
Fundraising
Plan

Implement
Your Plan

Evaluate
Your Efforts



Steps to Successful Fundraising

- Organize a committee and recruit volunteers – ask for help!
- Develop a budget and manage the economics (this will help confirm how realistic your fundraising goal is).
- Create a timeline.
- Secure sponsors if possible.
- Promote, publicize and communicate – spread the word!
- Have a GREAT event!
- Assess and Evaluate!



Steps to Successful Fundraising

- Always start your fundraising efforts in an ethical manner.
- Continue your fundraising efforts in an ethical manner.
- Plan to end your fundraising efforts in an ethical manner.

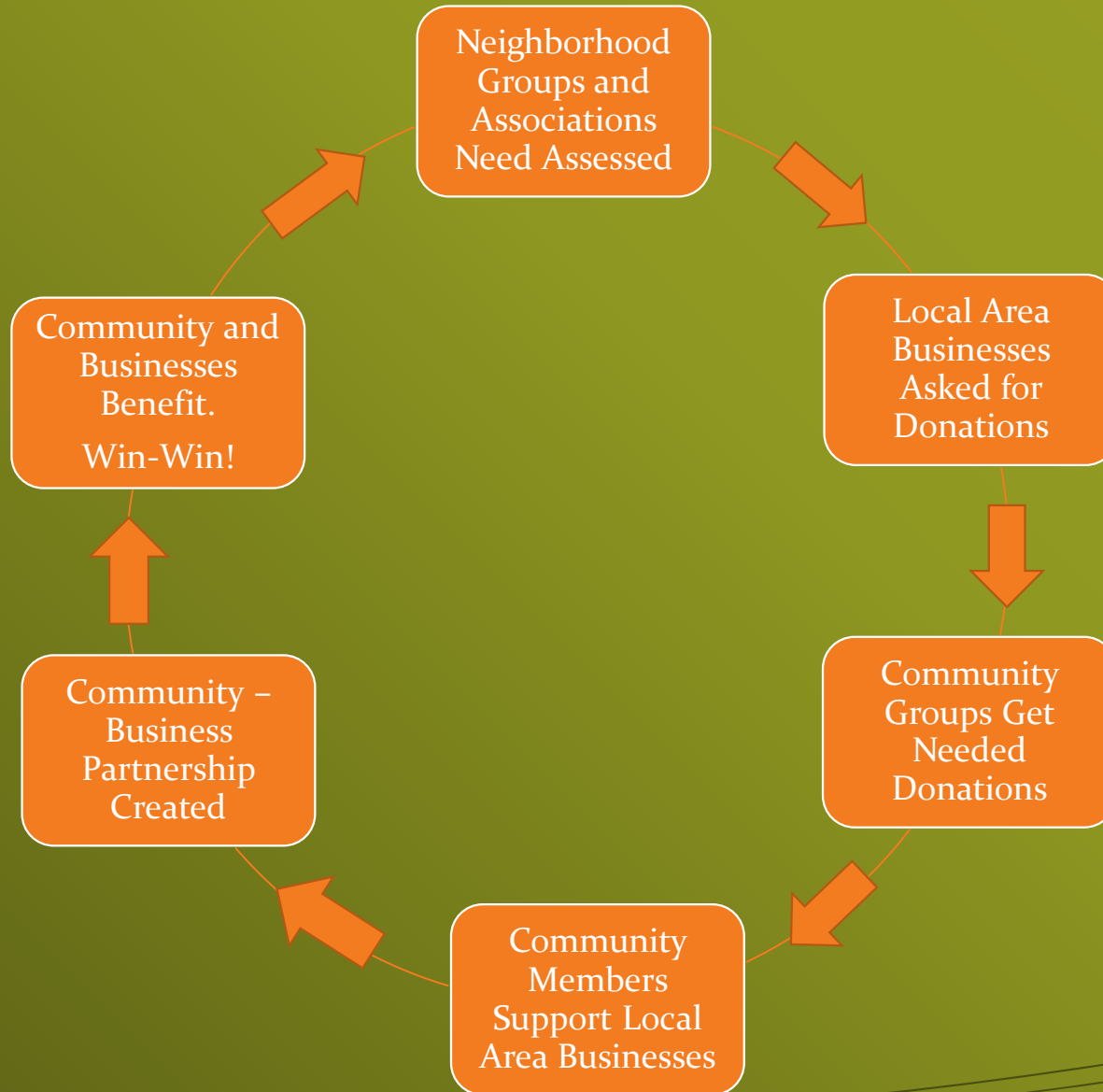


Encouraging Community Partnerships

- Approach local area businesses to donate materials, services, supplies to your organization.
- Encourage neighbors to patronize those businesses in return.
- A solid relationship between community and business members is created.



Fundraising “Win-Win” Diagram



Follow Up and Next Steps

- Contributors, whether individuals or businesses, like to see the value in the money they've contributed.
- Tell contributors how they will be recognized in advance and follow up with "Thank You's" letting them know how the money was used.



Q and A

